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# GUSTAVO YACOBUCCI

## RESUMEN PROFESIONAL

Business-conscious General Manager bringing over 25 years of experience in Tourism industry. Focused and enthusiastic professional offering leadership for employee relations through effective communications, training and development. Measures performance to company goals and standards and establishes targets for improvements in safety, quality, cost and delivery.

## FORMACIÓN

**MBA** : Strategic Marketing  
**Universidad Catolica De Chile** - Santiago De Chile  
11/2001

## HISTORIAL LABORAL

07/2016 - Actual

**General Manager**  
**Emerald Waterways** - Santiago De Chile, Argentina, Uruguay

Commercial Strategic, Sales and Marketing of the All Fleet to Argentina, Uruguay and Chile, with successful results handling in Spanish operations of Complete Charters in Danube, Rhine and South East Asia ( Mekong). Also with Scenic Product for Uruguay.

07/2001 - 10/2020

**Country General Manager for Chile, Ecuador, Peru**  
**Norwegian Cruise Line Holdings Ltd.** - Santiago De Chile

Commercial, Sales and Marketing Strategic for Chile, Peru & Ecuador. Directed a high professional Staff on Reservations, Operations, Marketing, Design and Cooperate & MICE. with an outstanding growth in the Region, getting Chile one of the Top 3 Markets in the Region.

07/2016 - Actual

**Representative**  
**Ama Waterways** - Santiago De Chile

Commercial Strategies, Sales and marketing with B2B and B2C. Strategic on groups working with Airlines and Partners.

07/2006 - Actual

**Director of Sales**  
**Avis Budget Group Inc.** - Santiago De Chile , Metropolitan

- Strategically managed revenue streams by establishing sales targets, deployment strategies and go-to-market initiatives.

06/2006 - 10/2020

**Artistic Director & Producer  
Dance & Stage - Santiago De Chile**

Artistic Director for Dance & Stage

- Working with International Talents as Dancers, Singers and Actors
- Full production of Grease Musical in 2010
- Creation of PEOPLE , musical on songs of Barbra Streisand 2017
- Ferias and Congress for important Brands as Banco de Chile / Minerias
- Marketing Events for different Brands for up to 200 people

07/2016 - 10/2020

**General Manager  
Prestige Cruise Holdings Inc. - Santiago De Chile**

Starting with Oceania Cruises in 2008 and Regent Seven Seas in 2011.

- Commercial Strategic in the Luxury Segment for B2C and B2B
- TV and Magazine's campagne with National TV Stars
- Wining the Best International Campaigns for Regent Seven Seas 2012
- Forum of International Luxury in Chile 2018

07/2003 - 12/2018

**Country Director  
Alaska Air Group Inc. - Santiago De Chile**

- Mentored and internally promoted successful company sales and account management staff into leadership positions to drive company growth.

07/1995 - 07/2016

**Director of Sales  
Casa de Campo Resort - Santiago De Chile**

Regional Representative Director for Chile, Argentina & Uruguay.

- Working in the Luxury segment in those country's with important Partners
- Becoming the top 1 Market in the Region 1998
- MICE, Groups and Golf international Business

07/2000 - 07/2015

**General Manager  
Wyndham Hotels and Resorts LLC - Santiago De Chile**

- Managed and improved requirements, gaps analysis, training and development and new program rollout resulting in Chile

03/2003 - 12/2006

**Commercial Representative  
MSC CRUCEROS - Santiago de Chile, Santiago**

Sales strategic, Operations and Marketing for the Chilean Market, reporting to office in Buenos Aires, Argentina. With strong operations to the vassel in Rio de Janeiro for the summer of 2004, with big allotment.

06/2008 - 07/2010

**General Manager, Business Development  
Chioce Atlantica Hotels - Santiago De Chile**

- Maximized time and manpower by consolidating data, payroll and accounting programs into one centralized system.

03/2003 - 03/2004

**Departamento Corporativo y MICE  
AEROMEXICO - Santiago de Chile**

Development of the Corporate and MICE department for AEROMEXICO in Chile, through a staff training and Secretary Club for the Corporations.

03/2004 - 12/2006

**Commercial Representative  
TRUMP HOTEL INTERNATIONAL MIAMI - Santiago de Chile, Santiago**

Sales and Marketing specially for MICE and Corporate Accounts.

06/2006 - 12/2007

### **General Manager**

#### **LR Turismo, Salvador Bahia. BR - Santiago De Chile**

Operations with Salvador de Bahia Hotels and Services.

Manager of Wholesaler in Chile

Relation with Airline Allotment for massive packages to the destination.

Also in Charge of the operations in Salvador de Bahia, Brasil in hig season.

06/2009 - 03/2010

### **Hotel Management**

#### **THE ABBEY HOTEL - Santiago de Chile**

Opening Management. Operations, reservations department, and interviews for different positions of the Butique Hotel with 15 Suites at the feet of Cerro San Cristobal in Santiago. Every planificacion for the pre-opening and International Contacts with Wholesalers.

02/1991 - 12/1995

### **Ballet Dancer**

#### **Ballet de Santiago - Santiago**

Corp de Ballet of Ballet Municipal de Chile, working under the World famous Director Marcia Hydee, and world famous Coreographers and Dancers.

## **APTITUDES**

- Performance improvements
- Cross-functional team management
- Sales team development
- Supervision and training
- Marketing Campaign's
- Sales Strategic
- Partners Joint Ventures

## **AFILIACIONES**

- Best International Executive Alaska International 2003
- Best Marketing Campaign Regent Seven Seas 2012
- Best International Executive NCL 2003, 2007, 2010

## **ÉXITOS PROFESIONALES**

Get my country one of the 3 Top important markets in Latinamérica, beside México and Argentina, with 8 years in a row reaching the goals.

## **NACIONALIDADES**

- URUGUAYAN
  - SPANIARD
  - CHILEAN
- With Valid Passport and ID of each country

## **IDIOMAS**

**Español** : Idioma nativo

**Inglés** :  C1  
Avanzado

**Portugués** :  B1  
Intermedio

## **REFERENCES**

Available upon request